



Request for City Council Committee Action

from the

Department of Neighborhood & Community Relations (NCR)

Date: October 17, 2013

To: Committee of the Whole

Referral to: CITY COUNCIL

Subject: FRAMEWORK FOR MINNEAPOLIS FOR A LIFETIME STRATEGIC PLAN

Recommendation:

1. To approve the accompanying resolution to coordinate the City's role in implementing the framework for the development of the next phase of the Minneapolis for a Lifetime Strategic Plan.
2. To direct NCR staff to connect with the City Coordinators office, Mayor's office, CPED, Public Works, Health, and Regulatory Services, to assess and develop objectives and action steps to inform the Minneapolis for a Lifetime Strategic Plan.
3. To direct NCR staff to report progress on the next phase of The Minneapolis for a Lifetime Strategic plan by June 30, 2014 using this framework.

Previous Directives: In 2012, the senior ombudsman's position was moved to NCR to be restructured to support the development of a citywide strategic plan addressing an aging population. NCR was directed by city council to continue development of the Minneapolis for a Lifetime Strategic plan on May 9, 2013.

Prepared by: Christina Kendrick, Senior Community Specialist

Approved by: Paul Aasen, City Coordinator

David Rubedor, Director, Neighborhood and Community Relations

Financial Impact:

- No direct budget implications but incorporation of the framework will likely impact future department budgets.

Community Impact:

- City Goals
 - Many People, One Minneapolis
 - Seniors Stay, Talents are Tapped.

Background Information:

The City of Minneapolis Department of Health and Family Support (currently the Minneapolis Department of Health) had an ombudsman model that provided direct services to seniors and the disabled. The position transitioned to NCR early 2012 where it was restructured to spearhead a citywide plan to address the opportunities and challenges Minneapolis would be facing with an aging demographic. The position evolved into the Senior Community Specialist whose role was to spearhead the planning and implementation of a strategy to create a city that supports this demographic change. In December 2012, the position was filled and the process for developing the strategic plan began in January 2013.

To date the current progress and timeline is as follows:

- December 2012, Senior Community Specialist position filled
- February 2013 the Strategic Plan Steering Committee with 17 members from city departments, community leaders, older adults, senior serving organizations and other partners was identified and commitment established.
- March 2013, NCR staff conducted research to identify current literature, best practices, themes, including a study by Wilder commissioned through NCR and released August 2012.
- March/April 2013 the Steering Committee reviewed the research, reports, statistics, studies, surveys and local, national, global community planning models for review prior to the first meeting and participated in a brainstorming exercise.
- The Steering Committee first meeting May 1, 2013 established the foundation of the plan with a vision, mission and four priority areas for goal setting.
- The plan draft was brought to the Senior Citizen Advisory Committee to the Mayor and Council as well as community groups for input in July, 2013. The draft addressed housing, transportation, the value and contribution of older adults and health and wellness. The community engagement sessions were completed by August, 2013.
- The Steering Committee integrated the information from each of the 6 community engagement sessions that had a collective total of 70 participants.
- The framework for the Minneapolis for a Lifetime Strategic Plan was developed articulating the Vision, Mission, Approach and 5 goals that will guide the development of objectives and action steps aligned with specific departments as well as overall city services.

Over the course of the next year, the Steering Committee will continue their work to identify opportunities and address challenges so Minneapolis will not only meet the needs of the aging "Baby Boomer" generation but maximize the rich resource this population brings to Minneapolis communities. NCR staff will work with the steering committee and other identified stakeholders and partners in coordination with City Coordinators office, Mayor's office, CPED, Public Works, Health, and Regulatory Services to develop measurable objectives and action steps to accomplish the 5 goals of the strategic plan.

Minneapolis for a Lifetime is a strategic framework to guide City of Minneapolis departments in their policies and service delivery to ensure that Minneapolis is an attractive place for seniors to age in place and to attract older adults to the many amenities the city has to offer.

Supporting Information:

The Minneapolis for a Lifetime Strategic Plan is aimed at achieving the Minneapolis City Goal, Many People, One Minneapolis. The city has begun to take a closer look at the needs of our aging population and will create a Strategic Plan to make Minneapolis attractive place for seniors to age in place.

Minneapolis for a Lifetime

Vision

The City of Minneapolis is a premier location for older residents and visitors offering comprehensive housing options, easy access to all places and amenities, healthy and safe environments, and opportunities for civic engagement, leisure, entertainment and lifelong learning.

Mission

The Strategic Plan will target the contributions, preferences and needs as well as promote and support the value older adults bring to the community related to:

- Homes and Buildings
- Transportation and Mobility
- Health and Wellness services
- Civic Engagement
- Business opportunities
- Socialization and Lifelong Learning
- Arts and culture

Approach

The Minneapolis for a Lifetime Strategic Plan and framework will be implemented through a collaborative structure that engages partnerships across governmental jurisdictions, community organizations, cultural communities and private sector using the City of Minneapolis Core Principles of Community Engagement as its primary vehicle to ensure equity and inclusion.

Goal #1 – Ensure all city services are delivered in a way that effectively address the specific needs of older adults.

Goal #2 – Affirm and improve housing options for Minneapolis residents of all incomes as they age.

Goal #3 – Strengthen and promote safe transportation options that meet the specific needs of Minneapolis residents as they age.

Goal #4 – Partner to expand and promote the participation in wellness and health initiatives for older adults throughout the City of Minneapolis.

Goal #5 – Recognize, value and utilize the experience and skills of older adults to achieve community goals.